

# THE SIGN OF SUCCESS

*In 1997, a small business in Tempe, Arizona, started making golf tournament tee signs. That same company, bluemedi, now collaborates with Sherwin-Williams to create innovative, dynamic and experiential marketing displays for brands across the nation.*



Although bluemedi entered the market as a signage provider, the company has significantly expanded its capabilities. As a premier décor, fabrication and technology company, bluemedi's portfolio includes a wide variety of projects, such as fleet graphics, large-scale video projections and stadium signage, for an even wider client base. From hospitals and beverage companies to professional sports teams and car dealerships, bluemedi's work spans across a broad spectrum of industries.

Within its diverse client base, bluemedi works with graphic designers, product designers, brand managers, event architects, city planners, COOs and sole proprietors to make their visions come to life.

"There's a reason our clients come to bluemedi," said Jared Smith, CEO of bluemedi. "We don't get the easy projects, but we are experts at deployment. We can fabricate just about anything you can imagine."

## ENTERPRISE FINISHING SOLUTION

By 2005, with successful national-scale projects under its belt, bluemedi began to grow quickly. To keep up with production demand, Smith recognized the need for an enterprise-wide coatings program.

"When the business began to rapidly expand, we realized we needed more sophisticated coatings and color matching," said Smith. "We also discovered how much time our coatings lead, Chris Anthony, spent searching for the right products from one



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- Jared Smith, CEO of bluemia

distributor to the next. That time directly translated into wasted dollars, or as we like to call it, a ‘shopping expense.’”

Sherwin-Williams sales representative, Stan Thompson, approached bluemia with a suite of coating solutions that could enable faster turnaround times and better color matching.

“When we learned of all the places Chris traveled to for products and materials, we knew we could simplify his schedule and save company time,” said Thompson. “We offered everything he needed and became his one-stop-shop for coatings and their associated products, like spray equipment and booths.” A nearby Sherwin-Williams facility also helped seal the deal.

“We have a location close to bluemia, which allows us to meet shorter lead times,” said Thompson. “We also have a local technical representative who can be at bluemia within hours if they need help on the line.”

## SPEED & COLOR

Fast production and color matching are at the top of bluemia’s priority list, working closely with Sherwin-Williams to achieve both. According to Smith, before the company connected with Sherwin-Williams, on average, it would take two weeks to get a color sample. Now, bluemia receives color samples within a day, which has been a huge differentiator for the business.

“The ability to color match within a day isn’t a game-changer,” said Smith. “It’s the difference between being in the game or not – whoever can match color the fastest gets the job.”

Smith also cites color glitches as the single most expensive issue for their business due to rework time and material costs.

Color errors slow down bluemia’s overall production schedule, ultimately costing the business money.

For aluminum signage and components, bluemia primarily uses Sherwin-Williams GENESIS® Lustral™ – a fast-drying, two-component polyurethane system that utilizes two mixing clears (GT1510 & GT1511) to achieve multiple gloss levels. The GENESIS Lustral system delivers high-performance qualities, such as excellent durability, outstanding resistance to fading and chalking, and fast dry times that lead to improved productivity.

GENESIS Lustral allows bluemia to save time and money, and ensures successful color continuity on all its signs.

“The time it takes for paint to dry can be directly converted into dollars. Dry time is shipping time,” said Smith.

## GETTING IT RIGHT THE FIRST TIME

bluemia’s decision to use Sherwin-Williams as its sole coatings supplier was influenced by multiple factors, leading with fast-drying products and exceptional color matching capabilities. A trusted brand name, enterprise-wide solutions and nearby customer support also helped.

“bluemia is big on getting it right the first time,” said Smith. “We’re confident in the abilities of Sherwin-Williams to deliver those desired results every time.”

